



## IALA GUIDELINE

# G1074 THE BRANDING AND MARKETING OF HERITAGE LIGHTHOUSES

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International Organization for Marine Aids to Navigation



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## 1. INTRODUCTION

Heritage lighthouses are iconic symbols for the area and surrounding communities within which they are located. Because of the widespread automation of lighthouses and a general reduction in short-range Marine Aids to Navigation, numerous lighthouse authorities find themselves with surplus property and the requirement (or the opportunity) to find alternative uses for that spare capacity, driven by a variety of reasons such as commercial or reputational benefit or an educational or conservation mandate.

In particular, this guidance provides direction to ensure that IALA members implementing it can maintain alignment with IALA recommendation R1005: Conserving the Built Heritage of Lighthouses and other AtoN, which in turn will enable the achievement of Member States progress against the UN Sustainable development target 11.4: “Strengthen efforts to protect and safeguard the world’s cultural and natural heritage” .

## 2. SCOPE

This document aims to provide general guidance on the branding and marketing of heritage lighthouses and offers some examples from lighthouse authorities around the world. Public access to lighthouses may be restricted for some lighthouse authorities due to the working arrangements between them and their countries; however, this document would be equally appropriate for third parties undertaking business, engaging in charitable activities, or acting under the license of the authorities' property.

## 3. THE PURPOSE OF BRANDING AND MARKETING

Many lighthouse authorities are still responsible for the management and maintenance of heritage lighthouse structures and their associated Marine Aids to navigation equipment. Lighthouse authorities should be considerate of protecting their heritage lighthouses, and funds can be raised to finance their preservation through the complimentary uses of their estates. Complimentary uses should be adapted to the lighthouse, not the other way around—a *significant recommendation of the Preservation of Historic Lighthouses by Alternative Use Workshop* (Norway, May 2000). The significance of heritage lighthouses extends beyond their navigational and architectural value to include maritime culture and historic significance, social history, and environmental aspects. There is great value in documenting, researching, and interpreting these for the benefit and inspiration of future generations.

A consistent approach will help maintain the Lighthouse Authorities' reputation as conscientious custodians of their heritage structures. It also offers the authority an opportunity to promote maritime safety, enhance the protection of cultural heritage and foster awareness for safety, while also enhancing the potential for tourism by creating sustainable revenue and employment opportunities.

The following section outlines some of the reasons that some authorities choose to market their lighthouses.

### 3.1. PROMOTE MARITIME SAFETY

Many maritime authorities have responsibilities exceeding just the provision of Marine Aids to Navigation. In promoting the role of the lighthouse within the authority's Aids to Navigation network, maritime authorities have an opportunity to inform the public of their other responsibilities, e.g. protection of the marine environment, search and rescue and ship inspections, pilotage, etc.



## 3.2. ENHANCE THE PROTECTION OF CULTURAL HERITAGE

Branding and marketing of a heritage lighthouse allows the lighthouse Authorities to raise awareness and keep lighthouses active through new uses that allow the ongoing transmission of maritime culture and navigational heritage to future generations and increase public awareness of this part of history.

## 3.3. IMPROVE SECURITY THROUGH AWARENESS

If the local community is aware of the significance and the role that the light station plays in improving safety for mariners, the level of interest from the local community about what is happening at the light station is generally higher. This can lead to higher levels of observation, reporting of vandalism and notification if the light is not operating.

Overall, branding and marketing can inform the public of the diversified use of lighthouses, which can help preserve and revitalize heritage lighthouses, while bringing a wide range of economic, educational, and cultural benefits to the local area and the institutions involved.

# 4. BRANDING AND MARKETING STRATEGY

## 4.1. DEFINE BRAND IDENTITY

A key step in branding and marketing a lighthouse is to understand its unique characteristics and appeal. Some points to consider could be:

- Heritage and history: Think about architectural design, role within maritime navigation history, stories behind their construction, and ensure cultural transmission accuracy in preserving their historical essence.
- Location: is it near any notable landmarks? Or is it the landmark itself? Is it in a national park or an area of outstanding beauty? Does it enable people to get better views or be a part of this nature?
- Community engagement: Does it host local activities or events? Does it offer educational programs or tours? Is it a cultural landmark?
- Aesthetic: Relevant for both heritage /historic lighthouses, but into modern structures, a lighthouse's physical appearance should be central in its branding.

## 4.2. IDENTIFY YOUR AUDIENCE

An integral part in shaping the message you want to 'sell' with your branding and marketing is understanding your audience so you can determine how to tailor it to them to extract the maximum benefit.

- Are they tourists? What are they interested in? Sightseeing, photography, are they attracted to picturesque locations, historical significance and adventure?
- History enthusiasts: could they be more interested in artefacts and educational materials?
- Families: they may be more interested in family-friendly opportunities, preferring more interactive activities? This does not necessarily have to be on site, but could take advantage of local attractions, with the lighthouse visit being a part of a day out.
- Nature lovers: lighthouses are often located in areas of wilderness, could you market it as sustainable tourism or an opportunity to get into nature? Bird watching?



#### 4.3. CREATE A VISUAL IDENTITY

When marketing a lighthouse, it helps to create a consistent visual identity that people can remember and is synonymous with your organisation. It is unique to your organisation and will help with how consumers associate with your organisation.

- Do they resonate with the lighthouse function? Link this to the unique characteristics of the lighthouse you identified in section 4.1.
- Colours used in branding, could they reflect the natural surroundings of the lighthouse? Or the structure itself, might they reflect the daymarks?
- Typography, should these be consistent with other external communications your organisation is putting out? This further helps solidify your brand identity.
- Photography, invest in high-quality photography that showcases the lighthouse at different times of day and in various weather conditions. Include both aerial views and close-up to convey the scale, beauty, and environment.

#### 4.4. DIGITAL AND ONLINE PRESENCE

Creating an online presence will enable you to enhance customer engagement, reach wider audiences, increase your brand visibility and access data and insights needed to improve your strategy.

- Do you have a website? A simple and easy-to-navigate website could serve as a hub for any information you would like to communicate, things like:
  - History of the lighthouse
  - Interesting facts
  - Visitor information: opening hours, facilities, etc.
  - An e-commerce shop for selling merchandise
  - Upcoming events or tours
- Are you on social media?
  - Instagram, a great visual tool to share images of your lighthouses
  - Facebook
  - YouTube, create video media like short documentaries or promotional videos
- SEO, can the website be optimized so it is easier to be found by people searching for local landmarks or tourist attractions?

#### 4.5. STORYTELLING

When you are marketing your lighthouse, for whatever reason, you are telling the story of the lighthouse. This resonates with people and gives them reasons to visit.

- Focus on the narrative, using the information in section 4.1, tell your audience why these unique characteristics mean they should visit the lighthouse too.
- Seasonality, does the season create an opportunity to market visiting the lighthouse more? Are there any holiday-specific events like Christmas? Or public holidays?
- Local history, can you tell the story of the lighthouse's role in local history? What has been its influence?



## 4.6. PARTNERSHIPS AND COLLABORATIONS

Can you partner with other organisations in order to utilise their resources or capabilities to increase your marketing potential and/or increase the awareness of the heritage values of the Lighthouse?

- Local tourism boards/agencies:
  - Can you partner with the local tourist board to promote the lighthouse and capture interest from people using their services?
- Local historical sites:
  - Can you join with other sites or attractions to co-promote the lighthouse with their sites to increase traffic?
- Educational organizations:
  - Could you promote collaboration with organizations focused on maritime history, architecture, or environmental conservation for educational events, workshops, or fundraising initiatives?
- Charities:
  - Can you collaborate with charitable events? This would not only help promote awareness for the events but also boost awareness and public exposure for the heritage values of the lighthouse.

## 4.7. EVENT MARKETING

Hosting events can drive traffic to the lighthouse and deepen its connection with visitors:

- Seasonal events.
- Tours, authorities could offer special nighttime tours to experience the lighthouse at night, learning about its role in guiding ships. This can include stargazing, stories of maritime history, or even ghost tours for an added sense of mystery.
- Art exhibitions and performances could authorities allow local artists, musicians, or performers to host and to create a unique cultural experience that draws attention to the lighthouse and its surroundings.

## 4.8. MERCHANDISE

Creating merchandise can be a great tool for both creating revenue and enhancing brand visibility.

- Lighthouse-themed products: Create branded merchandise such as postcards, prints, apparel, and books that feature the lighthouse. These items can be sold online or in a gift shop to raise funds.
- Fundraising Campaigns: If the lighthouse is in need of preservation or restoration, consider running a fundraising campaign. Offer limited edition items, name bricks or plaques on the lighthouse, or sponsor events in exchange for donations.

## 4.9. SUSTAINABILITY

Sustainability is becoming an ever-increasing area of focus, with increasing numbers of consumers considering the environmental and social impacts of the organisations they purchase products or services from.. These impacts, if negative, could have significant detrimental impacts on your brand association, which could result in reduced revenues or engagement with your lighthouse complimentary uses.



## 4.10. MEASURING SUCCESS

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To ensure branding and marketing strategy is effective, it must be measured. This can be done in a multitude of ways.

- Analytics, from tracking website visits, social media engagement and potential online ticket sales for your events.
- Visitor feedback.

It is wise to feed these insights back into your marketing and branding strategy to improve it.

## 4.11. INTELLECTUAL PROPERTY

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Trademarks, copyrights, and patents can be valuable assets, and the Lighthouse Authority needs to protect such assets that can be legally owned. Similarly, measures should be taken to ensure that the use of images, branding, print media, computer software, and designs does not infringe upon the rights of others.

To ensure that the benefits brought by the promotion of alternative uses of lighthouses are maximized while minimizing potential drawbacks, careful planning and management are needed, as well as extensive communication and negotiation with relevant stakeholders.

## 4.12. BRAND REPUTATION

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Here, look at how an organization's negative impacts or bad business dealings could cause reputational damage. Also consider that being a member of the International Organization for Marine AtoN this reputational damage may not only affect the individual authority itself but also extend to other Member States of the Organization.

## 5. CONCLUSION

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In conclusion, heritage lighthouses still provide an important Marine Aids to navigation function. However, with increasing costs of maintenance, it becomes imperative to explore additional uses to help with the support of the long-term future and heritage values. Effective branding and marketing of these lighthouses is pivotal for their conservation and revitalization. By following the strategies outlined in this guideline, authorities can unlock economic, cultural, and educational benefits. This approach not only safeguards these navigation marks but also actively promotes maritime safety and cultural heritage, ensuring their enduring legacy for future generations.

## 6. DEFINITIONS

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The definitions of terms used in this Guideline can be found in the International Dictionary of Marine Aids to Navigation (IALA Dictionary), [International Dictionary of Marine Aids to Navigation](#), and were checked as correct at the time of going to print. Where conflict arises, the IALA Dictionary should be considered as the authoritative source of definitions used in IALA documents.



## 7. ABBREVIATIONS

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SEO	Search Engine Optimization
UNSDGs	United Nations Sustainable Development Goals
AIS	Automatic Identification System
AMSA	Australian Maritime Safety Authority
IALA	International Organization for Marine Aids to Navigation
I & T	Information & Technology
China MSA	China Maritime Safety Administration
Maritime NZ	Maritime New Zealand



## ANNEX A EXAMPLES OF GOOD PRACTICE BY LIGHTHOUSE AUTHORITIES

The following documents are examples of how lighthouse sites may be marketed:

1. Example 1 – Australian Maritime Safety Authority – Wilsons Promontory Anniversary Publication
2. Example 2 – Trinity House – The Introduction of Southwold Lighthouse Tour
3. Example 3 – China MSA – An Exploration of the Branding and Marketing of Lighthouses
4. Example 4 – Korea Institute of Aids to Navigation – Souvenirs for the "Lighthouse Stamp Tour" themed event
5. Example 5 – Maritime New Zealand – The flyer for New Zealand turns pink in Breast Cancer Awareness Month



1. EXAMPLE 1 – AMSA – WILSONS PROMONTORY ANNIVERSARY PUBLICATION



# Wilsons Promontory Lightstation

150TH ANNIVERSARY

JULY 2009



# ORIGINAL INHABITANTS

Wilsons Promontory is the spiritual land of the Gunai / Kurnai and Boonerwrung / Bunerong people.

To the Gunai / Kurnai people, who lived to the east, "the Prom" is Yiruk.

To the Boonerwrung / Bunerong people, who lived to the west, it is Wamoon.

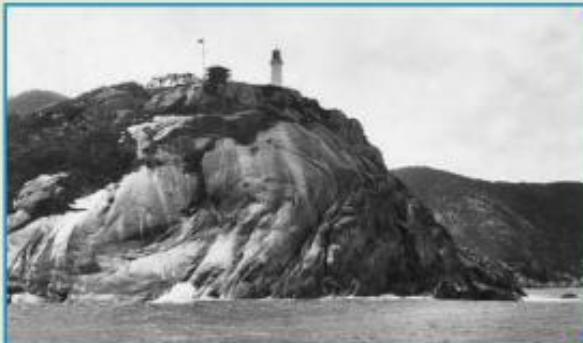
Yiruk / Wamoon is a living place of special meaning. The Gunai / Kurnai and Boonerwrung / Bunerong still maintain a strong cultural and spiritual link with the country, and welcome all to Yiruk / Wamoon.

*Wilsons Promontory, 150th Anniversary*

1



# HISTORY



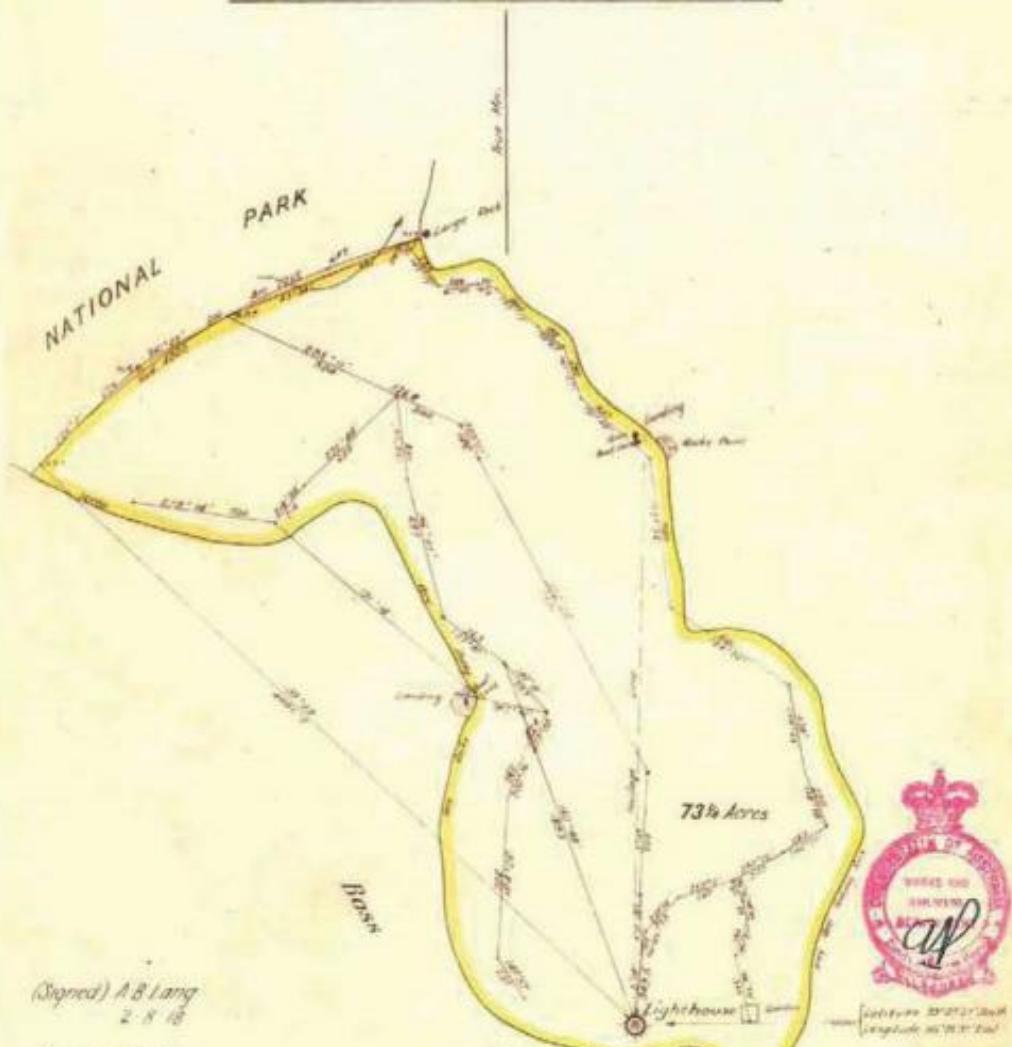
Wilsons Promontory is the southern most extremity of the Australian mainland and is located approximately 240 kilometres south-east of Melbourne. The Wilsons Promontory lightstation is situated at South East Point, within the Wilsons Promontory National Park.

The Promontory was sighted on 2<sup>nd</sup> January 1798 by Matthew Flinders and George Bass, who named it Furneaux land in the mistaken belief that it had first been seen by Captain Tobias Furneaux in 1773.

Following his return from the whaleboat voyage, Bass sailed with Matthew Flinders on the sloop *Norfolk* with the intention of circumnavigating Van Diemen's land thus proving the existence of a strait. This voyage was successfully accomplished and following his return to Port Jackson, Flinders recommended to Governor Hunter that the promontory marking the southernmost point of the mainland be named Wilsons Promontory after Thomas Wilson of London, a friend of Flinders and a merchant engaged in the Australia trade.

The Commonwealth acquired Wilsons Promontory lightstation from the state on the 1<sup>st</sup> July 1915 when the *Commonwealth Lighthouse Service* assumed responsibility for all Ocean lighthouses.

*WILSONS PROMONTORY LIGHTHOUSE*  
*Parish of TALLANG County of Buln Buln*  
*Scale 6 chains to one inch*



I certify that this is a true and correct copy of a copy  
of the original plan of survey signed by Mr. Surveyor  
Alf King 11-3-18

Misc. 1295 *A. Pocival*  
Director of Lands and Survey

# WARTIME OCCUPATION

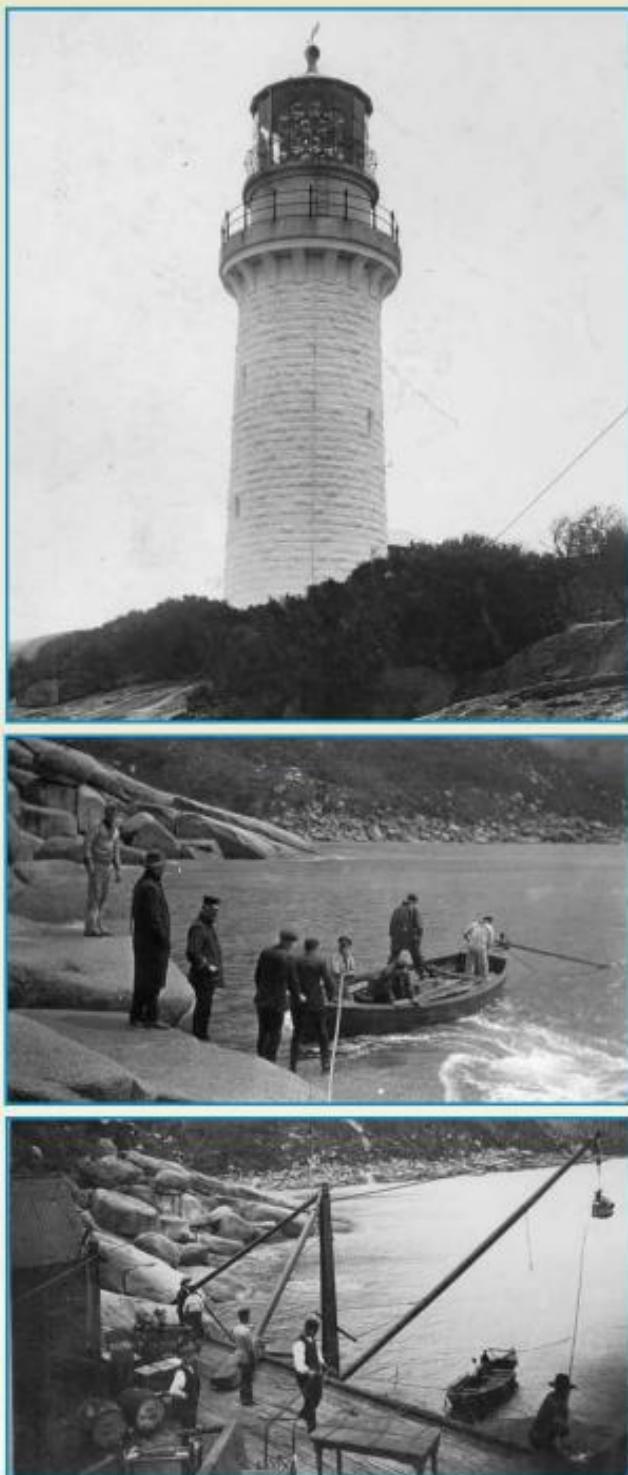


From about 1938 until the end of the Second World War the national park was closed to the public and a small naval contingent and commando units trained there. A radar station was constructed at the lightstation.



*Wilsons Promontory, 150th Anniversary*

# SIGNIFICANCE



The lighthouse and buildings are heritage listed.

The following statement of cultural significance from the Victorian Heritage Register explains why the Wilsons Promontory lightstation is significant:

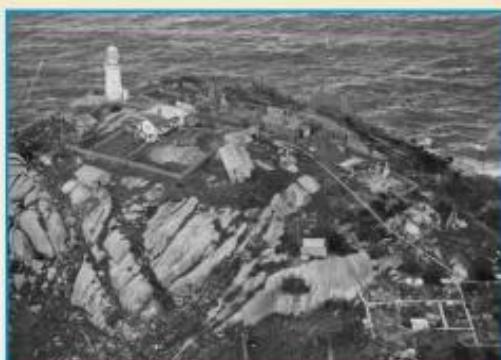
*Historically it is important as one of the key navigational aides established to make Bass Strait safe following recommendation of the 1856 Intercolonial Conference and as a station that has continued to provide for the safety of shipping since it was constructed.*

*Architecturally it is important for its design. Designed by Maplestone, who was responsible for early lighthouses in Victoria, it retains much of its important early fabric.*

*Archaeologically it is important for its potential to reveal building remnants from the earlier light station, signal station and remnants of a military radar station.*

Wilsons Promontory, 150th Anniversary

# THE LIGHTSTATION



Dangers to shipping in this area soon became apparent and in 1856 an intercolonial conference recommended a lighthouse be built.

Later that year James Balmain, Colonial Architect of the Victorian Public Works Office, inspected the area for possible sites and selected South East Point.

Construction of the lighthouse commenced in 1857 and was completed in 1859.

In February 1951 fire destroyed the original number 2 and 3 lightkeeper's quarters which had been built in 1859 and these buildings were rebuilt in 1952 and 1953.

The tower is 19 metres high and was painted white until 1987 when it was returned to its original stonework. It will remain in that state. Colonial architect James Balmain concluded that the granite at the site was good enough for rubble work only, and that the whole of the tower should be faced in another stone for greater durability, probably Melbourne bluestone. However no bluestone was ever used and the building is constructed entirely of local granite quarried on site.

The total cost of constructing the tower and quarters was £19,500 and was funded jointly by the New South Wales and Victorian Governments.

This is approximately \$4 million in today's terms.

The tower is now surmounted by a 7' AMSA generic fibreglass lantern house.

# LIGHT SOURCE



The lighthouse was initially illuminated by 32 burning lamps individually fitted with parabolic reflectors. The reflectors were arranged on a circular frame in four tiers and the light was non revolving.

The apparatus was manufactured by Thomas Wilkins and Sons of London. Colza (or rape-seed) oil, a vegetable extract from the wild cabbage (genus Brassica) was used as an illuminant during the 1870's. Whale oil was also burnt. Captain C Brewis reported upon the lighting of the Australian Coast 1911-1913 and in his report states the Wilsons Promontory Light as being 'One, white, catoptric. Fixed. About 2,000 candle power illuminant, kerosene.' This indicates kerosene was in use before the conversion to the dioptric system.

In 1912 Commander Brewis was appointed to examine all lights on the coast and he recommended that the optic be replaced with vapourised kerosene and a rotating lens. This was done in 1913 when the original apparatus was replaced by a more efficient system comprising a group flashing third order Fresnel lens driven by a clockwork mechanism, and illuminated by a Chance vapourised kerosene 55 millimeter diameter incandescent mantle.

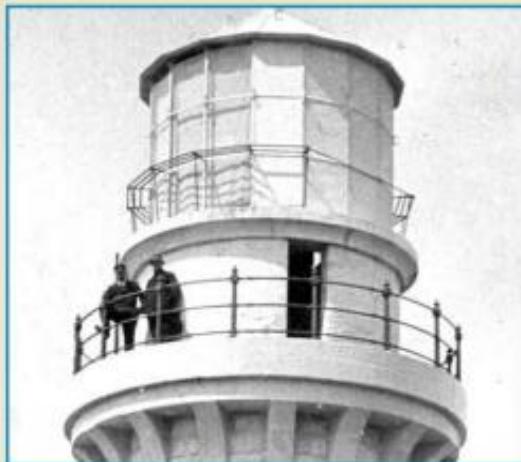
In 1922 the incandescent apparatus was replaced by auto form mantles.

In 1975 the lantern, lens and pedestal were removed, and a fibreglass lantern house and sealed beam lamp array installed.

In 1993 a solar powered, automatic PRB46 was installed.

Today a VegaVRB25 low voltage lantern is in use. This lantern utilises 12 volt 35 watt globes giving a range of 18 nautical miles. Adjacent to the tower base is the modern power source comprising of solar panels and a stainless steel cabinet holding a battery bank.

# LIGHTSTATION STAFF



The Wilsons Promontory light began operation in 1859 with a head keeper and two assistants and their families. The importance of the Wilsons Promontory lightstation was augmented by the provision of a signalling station which Brewis regarded of sufficient importance to recommend the appointment of an additional lightkeeper. In March 1884 tenders were called for the erection of the signallers' quarters.

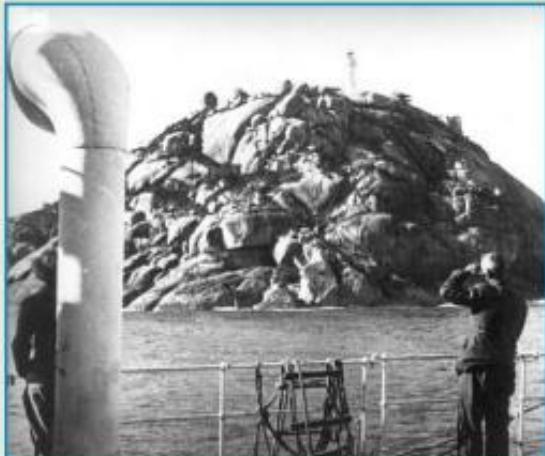
In November 1890 a contract was awarded to David Gorrie and Andrew Sharp for repairs, alteration and additions at the lightstations. The work involved the construction of some fencing and either the construction of, or an addition to, an assistant signaller's quarters. There are foundations of two houses to the north of the existing houses which indicate the location of these two signallers' quarters. (So this suggests there could have been three lightkeepers plus two signallers at the station – at least up until World War One when the Navy commandeered the signal station.)

Four keepers manned this station until 1951 when this was reduced to three.

Lightkeeper's wives and children stayed on station and in later years the children completed their primary and secondary schooling by utilising the services of the Distance Education Centre, Melbourne.

In April 1880, WM Fish, lighthouse keeper at Wilsons Promontory, reported that he and Messieurs Louden and Kilby would contribute a total of 14 pounds per annum if a school were established. Chief harbourmaster Charles H Payne supported the request. The 14ft x 14ft general storeroom at the lighthouse was leased for a nominal sum and the school

*Wilsons Promontory, 150th Anniversary*

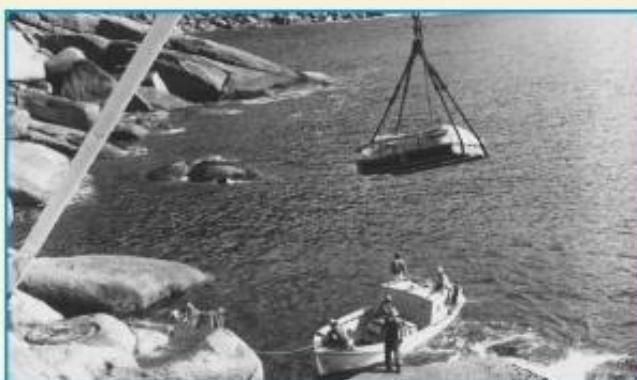


opened on the 13<sup>th</sup> of September 1880. Head Teacher Mary Dwyer travelled down on the government steamer *Pharos*. Although 14 children initially enrolled, by November Ms Dwyer reported that, because of the dismissal of some of the parents, only six children remained. The Department then closed SS2278 Wilsons Promontory on 31<sup>st</sup> December 1880. A proposal to reopen Wilsons Promontory in 1910 half time with SS3657 Clifty Island (three months at each alternatively) was abandoned when normal transfers left no children at Clifty Island and only three at Wilsons Promontory.

*'I know from the experience of teaching our girls via Distance Education (Correspondence 'Corro' School, as it was called when our eldest daughter started school in 1982), that opening the mail bag on "stores day" (when the mail ketch / helicopter arrived) was a highlight of the fortnight. The previous completed lessons, being returned by the Corro teachers, would be nestled in the mail bag waiting for eager hands and eyes to open and absorb. The "corrected" pages would be adorned with stamps and stickers interspersed with numerous comments of encouragement. A letter from the teacher was usually attached describing some anecdote about themselves and their experiences, which helped to keep us in touch with the world outside lightstation life'.*

Ailsa Richter  
Lightkeeper's wife

# SERVICING THE LIGHT



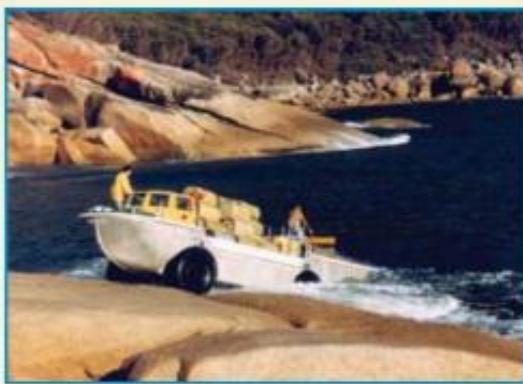
Lightships such as *Lady Loch* and *Cape Pillar* were used to service the lightstation from the 1850s to 1980s. Supplies were ferried from the ship to a landing platform on shore. Prior to 1951 a flying fox was in operation for transportation from the landing to the station. Once 4WD vehicles were introduced, the flying fox became obsolete. An amphibious LARC (Lighter, Amphibious, Resupply, Cargo vehicle) was utilised for a short period in the 1980s but due to the steep terrain proved to be unsuccessful. Helicopters were introduced for transporting personnel between lightstations in the 1970s and soon became the main method of providing supplies.

Goats were popular as a means of providing milk and meat as they were easy to feed and handle. Fresh vegetables were often in short supply.

*'We always tried to grow a vegie garden (weather and sandy soil permitting), to supplement food supplies and have discovered evidence of several vegie garden sites that have been cultivated by lightkeepers throughout the history of this station'.*

Ailsa Richter

The Light was automated in August 1993. After automation one lightkeeper maintained the lightstation from August 1974 until Dec 1995 when the land was transferred to Parks Victoria.



*Wilsons Promontory, 150th Anniversary*

11

# RECENT TIMES



The Australian Maritime Safety Authority (AMSA) was established in January 1991 as a statutory authority to enhance efficiency in the delivery of safety and other services to the Australian maritime industry.

Under legislation, AMSA coordinates Australia's national and international responsibilities in relation to ship safety, protection of the marine environment and maritime and aviation search and rescue.

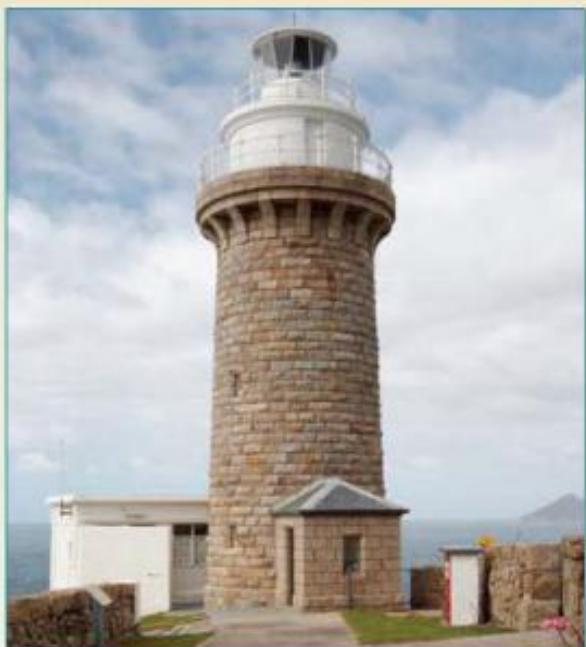
AMSA also coordinates Australia's involvement in world maritime forums.

Management of AMSA is the responsibility of a eight member Board of Directors, including the Chief Executive. Members are drawn from industry and Government and bring appropriate skills and expertise to the conduct of AMSA's important commercial and safety functions.

Wilsons Promontory Lightstation is one of a network of over 470 aids to navigation maintained by AMSA around the 37,600 kilometres of Australia's coastline.

These aids to navigation are funded by the commercial shipping industry through the Marine Navigation Levy.

Since the Commonwealth handover to the state in the 1990s the lightstation has been managed by Parks Victoria. The lightstation is within the Wilsons Promontory National Park. A Heritage Victoria grant enabled the restoration of the lightkeepers residences for accommodation use.



*Wilsons Promontory, 150th Anniversary*

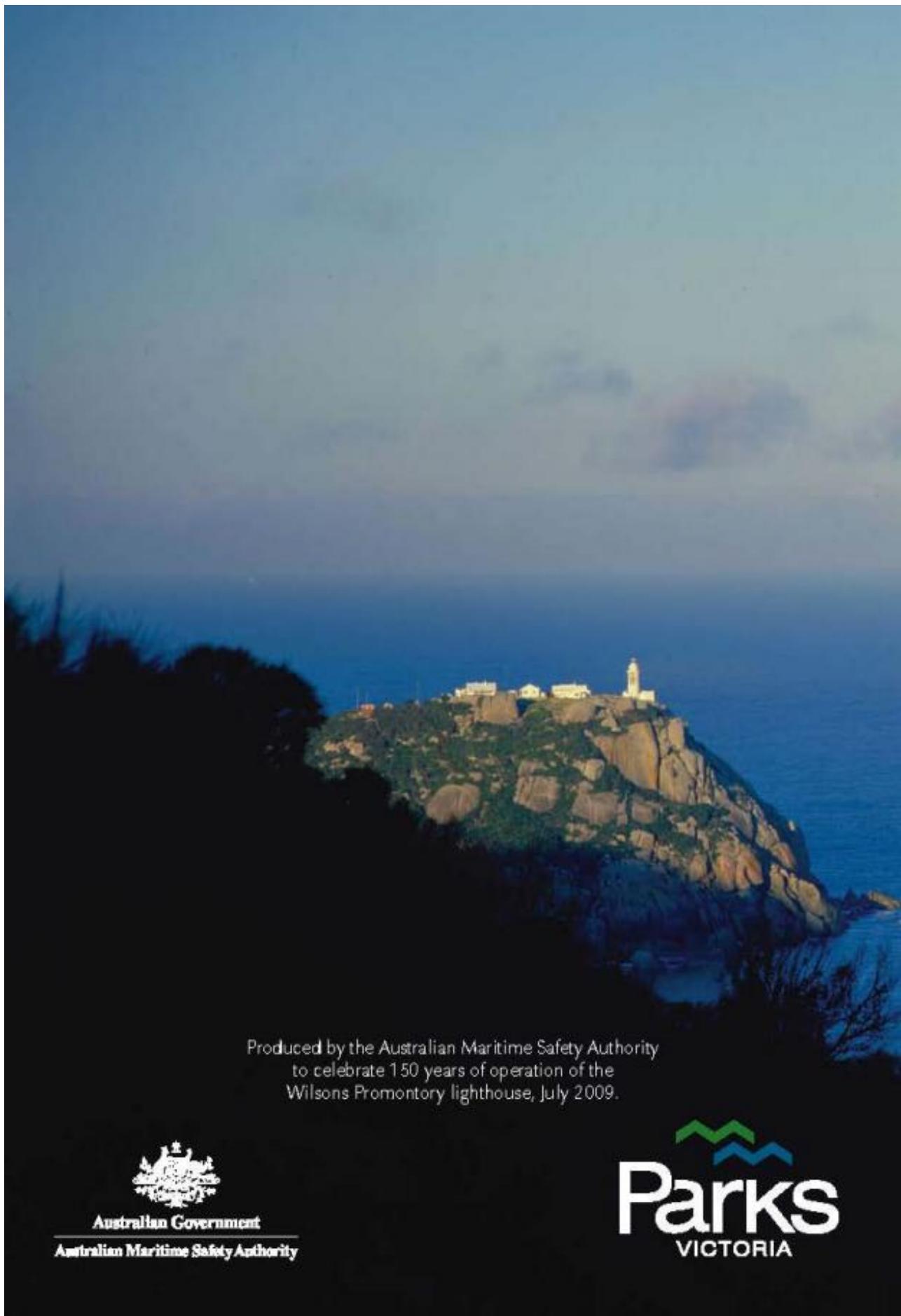


## AIDS TO NAVIGATION SCHEDULE AN388-01

### **WILSONS PROMONTORY LIGHT - VIC**

(Established: 1859)

<b>IALA AVAILABILITY CATEGORY:</b>	1
<b>POSITION:</b>	Latitude: 39° 07.7910' S Longitude: 146° 25.4630' E Datum: WGS84
<b>CHARTS:</b>	AUS 350, 801
<b>DAYMARK:</b>	Grey stone tower, white lantern and dwellings, 19 metres high
<b>CHARACTER:</b>	Flashing 7.50 sec Flash: 0.06 sec Eclipse: 7.46 sec
<b>COLOUR OF LIGHT:</b>	White
<b>ARC OF VISIBILITY:</b> <b>TRUE BEARINGS FROM SEAWARD</b>	201° - 082° (241°), except where obscured by adjacent islands.
<b>BEACON:</b>	Vega VRB-25 located inside lantern
<b>LENS SPEED:</b>	1.33 RPM
<b>LIGHT SOURCE:</b>	Lamp: 12V 35W C8 Halogen LP PR30s Lampchanger: VLC-153 Flasher: Calc-20 Daylight Control Switch: Vega
<b>POWER SOURCE:</b>	Solar Panels: 10 x Solarex MSX60 (Inclined 60° to horizontal) Solar Control Board: 2 consisting Regulator: 5 x Plasmatronics PL20 Diodes: Schottky barrier 5A, 30PRV Battery: 10 for battery modules 12V, 1000Ah (10 x 100Ah modules) 20 x Yuasa EN100-6, 6V, 100Ah
<b>REMOTE MONITOR:</b>	Autodialler: EDAC SMS85 CDMA Modem: MAXON MM-5100 Modem ESN: 3B012282 Telephone Number: 0427 899 414 Data Number: Power Supply: Common to Light
<b>STRUCTURE:</b>	Grey stone tower, 13 metres high to balcony.
<b>INTENSITY:</b>	48,430 cd
<b>ELEVATION:</b>	117 metres
<b>RANGE:</b>	Nominal: 18 nmiles Geographical: 17 nmiles



Produced by the Australian Maritime Safety Authority  
to celebrate 150 years of operation of the  
Wilson's Promontory lighthouse, July 2009.





## 2. EXAMPLE 2 – TRINITY HOUSE – THE INTRODUCTION OF SOUTHWOLD LIGHTHOUSE TOUR

### 1 INTRODUCTION TO SOUTHWOLD LIGHTHOUSE VISITOR CENTRE AND TOURS

Southwold Lighthouse was built by Trinity House in 1887, initially intended to serve as a coastal marker for passing ships and a guide for vessels entering Southwold Harbour. To this day, it remains a vital active lighthouse, continuing to fulfil this navigational role. The lighthouse's visitor centre is currently operated by Adnams, a local brewery. In addition to offering brewery tours in the town, Adnams has long used the lighthouse's image as its own emblem and believes there is excellent synergy between the lighthouse tours and its other business operations. Standing at 31 metres tall, the lighthouse requires visitors to climb 113 steps to reach the top. Led by experienced tour guides, visitors can delve into the history of this iconic building, explore behind-the-scenes details, and enjoy stunning views from the summit.

### 2 THE RESPONSIBILITY OF PARENTS AND GUARDIANS

Children are welcome on a Lighthouse Tour. We are keen for children to enjoy the experience, but it always remains the responsibility of parents and guardians. To undertake the tour, children must be:

- At least 7 years old.
- A minimum of 1.1 meters in height.
- A maximum of two children per responsible adult. A Lighthouse Tour is a strenuous experience lasting just under an hour. Children must be physically capable of ascending and descending the staircases by themselves, unaided.
- Under no circumstances can children or babies be carried up and down the staircases. This includes the use of baby carriers, papooses, etc. All instructions given by the Tour Guide must be adhered to, and we reserve the right to stop a tour or ask guests to leave a tour, given the risks associated with the tour.
- The Tour includes a Health & Safety Briefing, a talk on the history of Trinity House and Southwold Lighthouse, a climb of 113 steps including a steep ladder at the top, and time to enjoy the view.

### 3 IMPORTANT INFORMATION

- This experience is suitable for those at least 1.1 metres in height and physically capable of ascending and descending the staircase by themselves, unaided.
- Unfortunately, the lighthouse experience is not suitable for those with restricted mobility.
- Anyone suffering from vertigo, heart, or respiratory conditions is advised not to undertake the tour.
- Guests agree to wear sensible shoes. They must wear fully enclosed flat-soled footwear (no stilettos, high heels, flip flops, sandals, or bare feet).
- Guests will wear the hi-vis vest we supply; remain within the designated walkways and under the direct supervision of their Tour Guide for the duration of the visit.
- There is a zero-alcohol policy for guests participating in the Lighthouse Tour. Those participating in a Brewery or Distillery Tour on the same day as a Lighthouse Tour should ensure the Lighthouse Tour is booked before the Brewery/Distillery Tour.
- Adnams Tours are subject to a minimum attendance policy. Should this affect your booking, we will contact you directly, and we will endeavour to move you to an alternative and viable tour where possible.
- Dogs are not allowed in the lighthouse.



## 4 PRIVATE LIGHTHOUSE & SUNRISE TOURS

- Can't see enough spaces online for your group? Don't worry, we can offer bespoke Lighthouse Tours, including Sunrise Tours that can accommodate up to 12 participants. If you're looking for a unique experience in Southwold to celebrate a special occasion or to entertain clients and guests, please get in touch to discuss your requirements.

## 5 EDUCATIONAL LIGHTHOUSE TOURS

- Southwold Lighthouse has been a local landmark since 1887. Still operational and with a long maritime history, it makes an interesting destination for educational trips. If you are with a school or youth organization and would like to arrange a visit, please get in touch to discuss your requirements.



Figure 1 Southwold Lighthouse

**ADNAMS**  
SOUTHWOLD

SHOP TOURS & EXPERIENCES PUBS & HOTELS TRADE WITH US ABOUT US

**LIGHTHOUSE TOUR**

★★★★★ 375 reviews  
£15.50

Enjoy the breathtaking views from the top of the Southwold Lighthouse. Led by an experienced Tour Guide, you will look behind the scenes and learn the history of this landmark building. Measuring 31 metres in height, visitors can climb to... [Read more](#)

Available Dates

Mo	Tu	We	Th	Fr	Sa	Su
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7

10:15 AM / Sold out, please check other times

[Join the waiting list](#)

Figure 2 Lighthouse Operation Website



# ADNAMS. SOUTHWOLD

SHOP TOURS & EXPERIENCES PUBS & HOTELS TRADE WITH US ABOUT US

## CUSTOMER REVIEWS

★★★★★ 4.89 out of 5

Based on 389 reviews



WRITE A REVIEW

Most Recent ▾

★★★★★ 09/10/2025

Mike O. Verified

### INFORMATIVE

Informative, interesting and great views backed up by a knowledgeable guide.

★★★★★ 06/10/2025

Kevin W. Verified

### LIGHTHOUSE & BREWERY TOURS

Both our Adnams tours were well organised & interesting. The guides on both tours were well informed & entertaining. The booking system was easy & offered good value for money. Would certainly go again & recommend to others.

# ADNAMS. SOUTHWOLD

SHOP TOURS & EXPERIENCES PUBS & HOTELS TRADE WITH US ABOUT US

★★★★★ 07/08/2025

Gemma J. Verified

### BRILLIANT TOUR!

Thank you to Jim for giving us a great tour of the lighthouse. Lots of interesting history and great knowledge!

★★★★★ 29/07/2025

Mrs B. Verified

### SOUTHWOLD LIGHTHOUSE TOUR

Great experience, lovely tour guide Jennifer explained the history of the lighthouse & surrounding area. Great insight into the life of a the lighthouse keeper. Would highly recommend but the warnings on health & safety are correct you must be able to negotiate steep steps to the top.

★★★★★ 18/07/2025

Threesenuf Verified

### EXCELLENT EXPERIENCE

Visited yesterday with my family. Bought tickets online and was met by the tour guide (Mike) at the Adnams Tours meeting spot. Informative and amusing tour very well conducted. Great regard for safety on the steep steps at the top. Fantastic views. If you are in this lovely seaside town you should go!



Figure 3 Customer Reviews

### 3. EXAMPLE 3 – CHINA MSA – AN EXPLORATION OF THE BRANDING AND MARKETING OF LIGHTHOUSES

#### AN EXPLORATION OF THE BRANDING AND MARKETING OF LIGHTHOUSES: A CASE STUDY OF THE HIGH-QUALITY ROUND-ISLAND LIGHTHOUSE PARK COMPLEX IN HAINAN, CHINA

##### 1. BACKGROUND

To promote the development of Hainan's all-for-one tourism and the construction of an international tourism island, and to accelerate the establishment of an international tourism and consumption destination, the local government has proposed a strategic concept for a 988.2-kilometer-long Hainan Coastal Scenic Highway. This highway organically connects approximately 84 scenic areas along the island's perimeter, including 9 types of landscapes, 22 coastal capes, 25 lighthouses, 68 unique bays, 26 coastal lagoons, 16 mangroves, 40 service stations, 21 tourist resorts, and over 200 coastal landmarks and historic sites. Through the Hainan Coastal Scenic Highway, Hainan will fully showcase its coastal natural scenery and historical and cultural charm, creating an internationally renowned scenic tourist route.

Moreover, the lighthouses along the tourism highway are like "pearls," strung together to form a chain, becoming highlights of the island's tourism and an important part of Hainan's culture. When visitors immerse themselves in this environment, it feels as though they are in a lighthouse-themed attraction, within a park, which is in turn located on the island, creating the impression of the entire island as a giant park system—a "Round-Island Lighthouse Park Complex", which is positioned as "National Coastal Scenic Highway 1".

This initiative not only promotes the development of Hainan's tourism industry but also showcases the courage and resilience of the Hainan people in the context of the new era, further highlighting Hainan's important position and unique charm along the Maritime Silk Road. Through the construction of the Round-Island Tourism Highway Loop, Hainan not only displays its natural and cultural beauty but also enhances its status as an international tourist destination, becoming the "Glowing Pearls on the Silk Road" in the hearts of travelers worldwide.



Figure 4 Hainan Coastal Scenic Lighthouses Chain

To create a high-quality Round-Island Lighthouse Park Complex, a three-pronged approach will be taken, which includes: establishing a tourism brand, integrating two major resource systems, and innovating three product combinations.

##### 2. Establishing a tourism brand

###### 2.1 Lighthouses Shining, Island Name Card

Hainan, located at the southernmost part of China, is the country's largest special economic zone. In recent years, thanks to the overlap of national development strategies and multiple opportunities, Hainan has welcomed an unprecedented historical development opportunity. China has decided to support Hainan in developing the whole island into a pilot free trade zone and gradually exploring and steadily promoting the establishment of a free trade port with Chinese characteristics. With the introduction of the ***Hainan Free Trade Zone General Plan***, Hainan has been granted greater autonomy, encouraging it to "bold trials and experiments in pilot free trade zones and quicken the development of the Hainan free trade port as pacesetters of opening-up in China." Leveraging its unique advantages-such as abundant natural resources, a distinctive geographic location, and being supported by a large domestic market and hinterland economy, Hainan should seize the new round of important opportunities presented by the global scientific and technological revolution and industrial transformation. The focus should be on developing tourism, modern service industries, and high-tech industries while accelerating the cultivation of new cooperative and competitive advantages with distinct Hainan characteristics.

Hainan lighthouses, witnessing the changes of history and the development of the times, are important symbols of the "Glowing Pearls on the Silk Road." With Hainan's unique geographical location and rich marine resources, Hainan has become a crucial node in the "Belt and Road Initiative." Through the promotion of lighthouse culture, Hainan's important position and unique charm on the "Maritime Silk Road" are further highlighted. The China MSA has decided to gradually open lighthouses to the public. By promoting lighthouse culture, more people can learn about maritime history and the spirit of navigation, enhancing the public's sense of identity and belonging to marine culture. The phrase "Glowing Pearls on the Silk Road" is envisioned to become the shining symbol of this Hainan. Upon seeing this slogan, people will think of lighthouses, the rudder, and maritime spirit, with the hope that maritime navigation culture will become the dominant impression of this island.

## 2.2 Lighthouses are trying to enter public life

### 2.2.1 Jinmu Cape Lighthouse Featured on the Poster of the 3rd Hainan Island International Film Festival

The 3rd Hainan Island International Film Festival was held in Sanya, Hainan from December 5 to 12, 2020. The main image on the poster for this international film festival is the Jinmu Cape Lighthouse, depicting the dawn, with the first light spreading from the sea horizon to the surroundings. The orange dawn symbolizes the coming of a new day, representing the Hainan Island International Film Festival's relentless pursuit of the "light of hope."

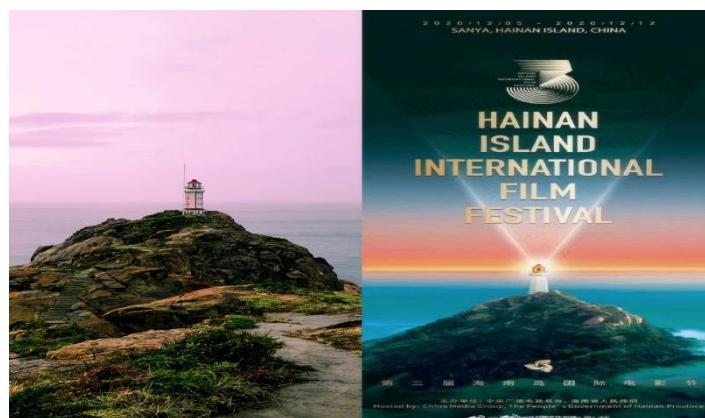


Figure 5 The Poster of the 3rd Hainan Island International Film Festival

### 2.2.2 The Qingshui Bay Lighthouse Becomes a Major Filming Location

Located in Lingshui Lizu Autonomous County, Hainan, the Qingshui Bay Lighthouse has not only been a key filming location for the movie *Lost in the Stars*, where it was known as the "Moshan Lighthouse," but it has also become a popular spot for tourists in recent years. These films and TV shows have beautifully showcased the lighthouse's charm through their picturesque scenes and touching storylines. The lighthouse, which was built in 2001, is referred to by locals as the "Freedom Lighthouse," symbolizing safety and freedom. It serves as an important navigational service for ships entering and leaving Xincun Harbor. Today, the "Freedom Lighthouse" guides countless sailors home and has also become a stunning attraction in the Qingshui Bay scenic area.



Figure 6 Qingshui Bay Lighthouse (*Lost in The Stars* Filming Location)



Figure 7 Popular Tourist Spot: Qingshui Bay Lighthouse

### 2.2.3 Mulantou Lighthouse & Bo’ao Lighthouse: Flash Mob Activity Stations Established

During the May Day holiday in 2024, the Mulantou Lighthouse and Boao Lighthouse flash mob stations welcomed visitors for the first time, receiving over 5,600 tourists and establishing a lighthouse fan group with more than 360 members. The event site was full of excitement, featuring a variety of offerings, including tented food, lighthouse coffee, and RV camping. These flash mob stations not only positioned themselves as trendy and quality-oriented but also introduced a bookstore into the flash mob station, centering around the theme "Every Lighthouse Has a Story." This lighthouse bookstore offers a seaside reading space for consumers, further enhancing the cultural sophistication of the flash mob stations.

The first batch of lighthouse flash mob stations not only provided tourists with a new must-visit spot in Hainan but also became a window showcasing the new look and vitality of Hainan's tourism industry. These 25 lighthouses across 12 cities and counties—illuminate the Hainan Coastal Scenic Highway. The tourism company will create a new tourism model of "one lighthouse, one unique feature" along the highway. The theme "Every Lighthouse Has a Story" will integrate resources to offer visitors a diverse lighthouse cultural experience and a unique marine charm experience!



Figure 8 Lighthouse Flash Mob Stations



Figure 9 Flash Mob Station Lighthouses Attract Tourists

### 2.3 Integration of Two Major Resource Systems

To expand the influence and enhance the reputation of maritime culture, relying solely on the efforts of maritime administration is far from sufficient. Therefore, the China MSA actively seeks cooperation with local cultural and tourism bureaus and tourism investment groups. By integrating resources from the maritime and tourism sectors, both parties hope to achieve mutual benefits and promote the dissemination of lighthouse culture and the development of the tourism industry.

Hainan Tourism Investment Group Co., Ltd (HTNI) is committed to building Hainan into an international tourism consumption center. With the mission of leading the construction of an international tourism consumption center and creating a beautiful and happy life, it aims to become the leading tourism enterprise of Hainan Free Trade Port with global influence. The group has 118 member companies, whose main business segments include tourism transportation, tourism finance, scenic spots and resorts, hotel catering, marine tourism, travel services, fund investment and so on. It ranked 21st in the list of top 100 Chinese cultural and tourism group brands.

After evaluating and discussing the pilot lighthouse tourism project, both groups reached a cooperation intention to integrate resource systems and share benefits. This cross-industry cooperation aims to enhance lighthouse management and improve the tourism experience, achieving a win-win outcome.

#### 2.3.1 Connecting Points to Form a Line, Providing a High-Standard Round-Island Tourism and Vacation Experience

We will integrate lighthouse stations, beaches, villages, hotels, scenic spots, and piers to create a high-standard, one-stop island tourism and vacation service. Additionally, through the online lighthouse operation platform, we



will conduct daily maintenance, business cooperation, marketing promotion, and festival activities for the lighthouses.

### 2.3.2 Theme Line Design

- ◆ Cultural Exploration Tour: Combine local lighthouse culture, historical heritage sites, exhibition halls, and museums to provide an in-depth cultural experience.
- ◆ Nature Exploration Tour: Design routes such as circum-island lighthouses cycling and mountain climbing for outdoor activity tourists.
- ◆ Gourmet Tour: Combine lighthouse tourism routes and invite tourists to taste local cuisine and snacks at street food stalls.

### 2.3.3 Diverse Activity Arrangements

- ◆ Water Activities: Diving, snorkeling, sailing, yachting, sea fishing, etc.
- ◆ Land Activities: Cycling, hiking, camping, forest bathing.
- ◆ Cultural Activities: Lighthouse handicraft making, concerts, youth educational tours, lectures on maritime history and culture, etc.
- ◆ Environmental Activities: Promote green tourism, reduce the use of disposable plastics, encourage tourists to participate in environmental activities such as beach clean-ups and tree planting.
- ◆ Volunteer Activities: Recruit lighthouse volunteers or be a “Maritime Culture Ambassador” for a day (promoting and experiencing maritime culture). Through volunteer activities, let the public deeply understand maritime culture and bring it into everyday life.

### 2.3.4 Customized Services

Based on the interests and needs of tourists, we will provide private guides, exclusive car services, private chefs, and more, ensuring every tourist enjoys VIP treatment.

### 2.3.5 Interaction with Locals

Arrange opportunities for interaction with local residents, such as visiting fishing villages and farms, experiencing the lifestyle of local people, and enhancing the depth and cultural richness of the travel experience.

### 2.3.6 Efficient Transportation Arrangements

Provide island shuttle services, such as Hainan Scenic Round-Island Tourism Highway Sightseeing Bus, ensuring convenient and comfortable transportation.

Through the above designs and arrangements, tourists can enjoy a unique and premium island vacation experience, meeting their diverse needs for nature, culture, cuisine, and adventure.



Figure 10 Hainan Scenic Round-Island Tourism Highway Sightseeing Bus

## 2.4 Innovation of Three Major Product Combinations



#### 2.4.1 Integration of Lighthouses and Fashion Activities

This product theme is "Listening to Your Inner Voice." By introducing entertainment activities favored by young people, it attracts young tourists. The combination of lighthouses and fashion activities makes the otherwise common lighthouses "come alive," including lighthouse sports (surfing, paddle boarding, rock climbing), lighthouse "Mysterious Night Glow" (night markets, light shows, light concerts), and lighthouses AI (AR lighthouses virtual exploration, AR immersive exhibitions, AR interactive games).

#### 2.4.2 Integration of Lighthouses and Art

With the theme of 'Enjoying Your Life,' this product combines lighthouses with art. Through lighthouse graffiti, lighthouse oil painting exhibitions, writer lectures, interactive experiences, and lighthouse handicraft creation, tourists are immersed in the artistic ocean culture, savoring a different kind of life.

#### 2.4.5 Integration of Lighthouse and Nature

"Exploring Unknown Possibilities" is achieved through study classrooms, marine life observation activities, lighthouse museum exhibitions, and maritime history learning about maritime history, raising awareness of marine conservation and the importance of marine ecology. The concept of environmental protection becomes deeply ingrained in people's minds during their leisure time.



#### 4. EXAMPLE 4 - KOREA INSTITUTE OF AIDS TO NAVIGATION - SOUVENIRS FOR THE "LIGHTHOUSE STAMP TOUR" THEMED EVENT

- What is Lighthouse Stamp Tour?

The Lighthouse Stamp Tour is an innovative program in Korea that goes beyond simply highlighting the cultural heritage values associated with lighthouses. Its primary goal is to seamlessly and meaningfully integrate Korea's lighthouses into people's daily lives.

- Initiation and Evolution

The program had its humble beginnings in 2017 with the launch of the "Beautiful Lighthouse Stamp Tour." Since then, it has undergone significant expansion, evolving into a diverse range of stamp tour options.

- Diverse Tour Options

Lighthouse Stamp Tour with History: This variant of the tour offers participants an in-depth exploration of the historical significance of each lighthouse. As visitors collect stamps at different lighthouse locations, they delve into the past, uncovering stories about how these structures have played crucial roles in maritime navigation, local economies, and cultural development over the years.

Funny Lighthouse Stamp Tour: Designed to add an element of fun and light-heartedness to the experience, this tour likely features amusing anecdotes, quirky facts, and entertaining activities related to the lighthouses. It aims to make the journey more engaging, especially for families and those looking for a less serious but still enjoyable way to explore these landmarks.

Lighthouse Stamp Tour with Rich Seafood: Combining the charm of lighthouses with the local culinary delights, this tour takes participants on a journey where they can savor a variety of seafood dishes while visiting different lighthouses. It provides a unique opportunity to experience the coastal culture not just through its visual beauty but also through its rich gastronomic heritage.

Healing Lighthouse Stamp Tour: This option focuses on the therapeutic and relaxing aspects of visiting lighthouses. It might include activities such as meditation near the lighthouses, enjoying the serene coastal views, and taking part in wellness-related experiences. The aim is to offer visitors a chance to unwind, de-stress, and rejuvenate in the peaceful surroundings of these maritime beacons.

In essence, the Lighthouse Stamp Tour is a multi-faceted program that caters to different interests and preferences, encouraging people to engage with Korea's lighthouses in a variety of enriching and memorable ways.

Here are the souvenir designs for the "Lighthouse Stamp Tour" themed event, serving as a reference for IALA members for producing lighthouse-themed merchandise.



Figure 11 Lighthouse Stamp Tour Logo



Figure 12 Lighthouse miniatures



Figure 13 Lighthouse badges and bookmarks



Figure 14 Lighthouse music box



Figure 15 Lantern bedside lamp

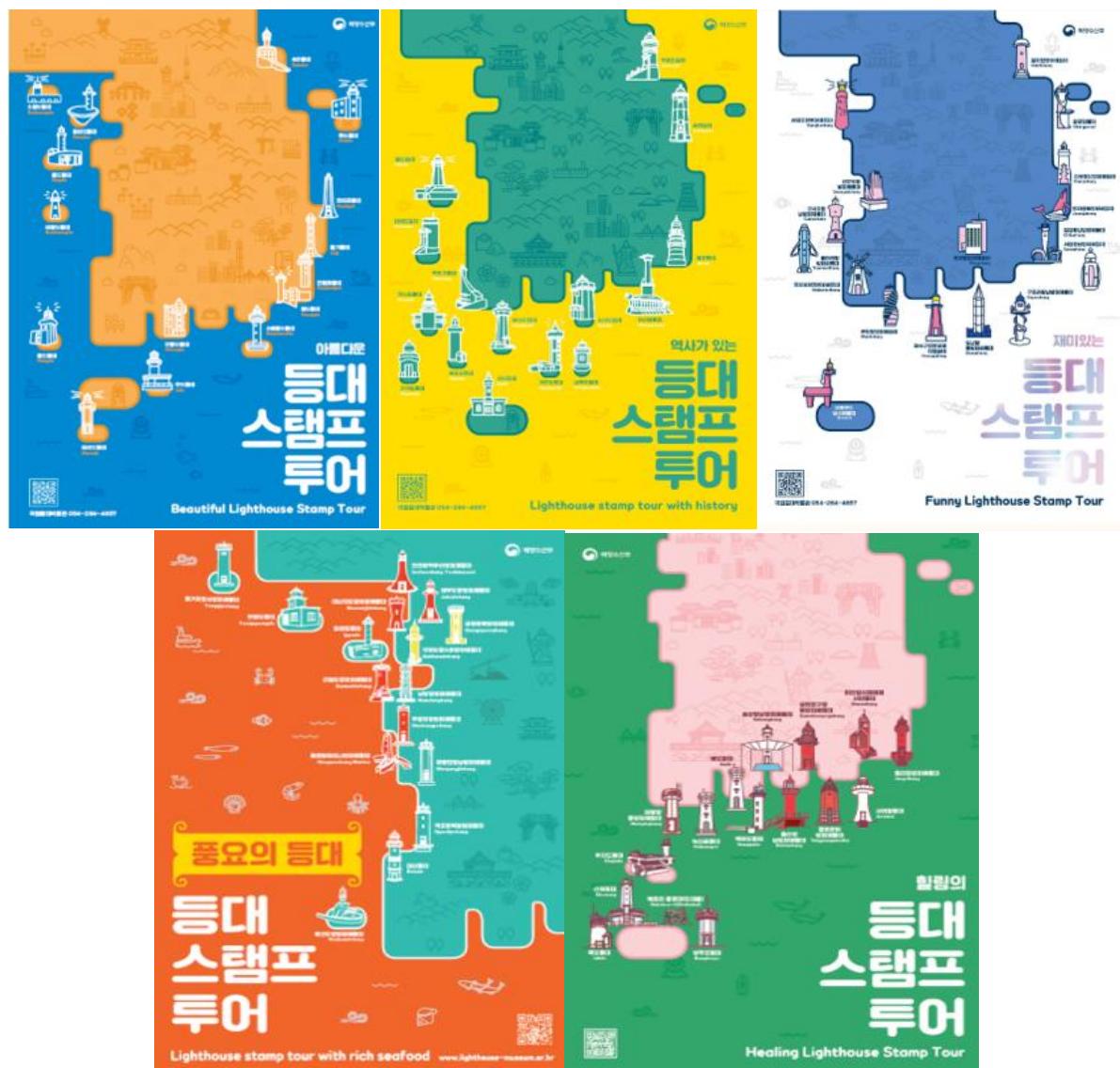


Figure 16 Lighthouse-themed Event Poster



## 5. EXAMPLE 5 – MARITIME NEW ZEALAND – THE FLYER FOR NEW ZEALAND TURNS PINK IN BREAST CANCER AWARENESS MONTH

In October 2025, over 90 landmarks and prominent buildings across New Zealand had lit up in pink to mark Breast Cancer Awareness Month.

Maritime NZ and the Castle Point Residents Association supported this important charity initiative by illuminating the Castle Point Lighthouse in pink on October 16th, 17th, and 18th.

By turning pink, landmarks and buildings throughout New Zealand helped spread this life-saving message: early detection of breast cancer is crucial. The earlier breast cancer is diagnosed, the better the outcome.

Breast cancer is the most common cancer among Kiwi women. Nationwide, more than 3,500 women are diagnosed with the disease each year, and approximately 650 people die from it annually.

Previously, the lighthouse (with its pink illumination) could be viewed via the webcam at this link: <https://castlepointlighthouse.com/>



*Figure 17 Maritime NZ supports public welfare activities by lighting up Castle Point Lighthouse*



# New Zealand turns pink for Breast Cancer Awareness Month

More than 90 landmarks and prominent buildings across Aotearoa New Zealand are lighting up in pink this October to mark Breast Cancer Awareness Month.

Help us to raise awareness and honour those touched by breast cancer by sharing photos of your nearest participating landmark and tagging @PinkRibbonNZ

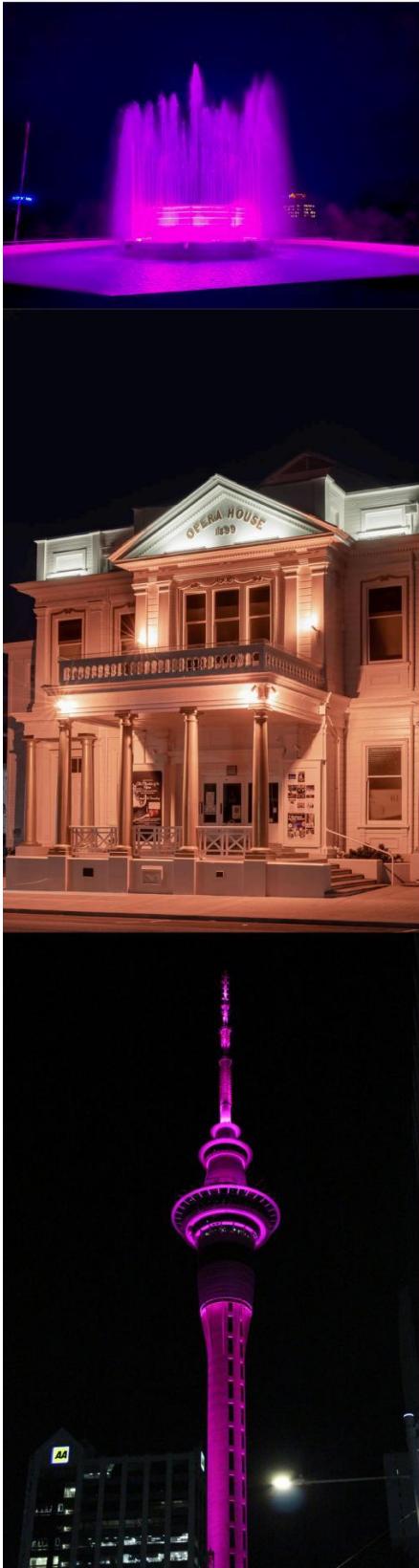
By turning pink, landmarks and buildings all over Aotearoa New Zealand are helping to spread the life-saving message about the importance of early detection. The earlier breast cancer is diagnosed, the better the outcome.

Breast cancer is the most common cancer for Kiwi women. Each year, more than 3,500 women are diagnosed with the disease nationwide and every year around 650 will die from it.

Nine women are diagnosed with breast cancer in NZ every day. One of them will be Māori .



@PinkRibbonNZ



Breast cancer is most treatable when it's found early. The 10-year survival rate if breast cancer is detected by mammogram is 95%.

Breast Cancer Foundation NZ recommends considering annual mammograms at ages 40-49, then every two years from 50. Free mammograms for women aged 45-69 are available through BreastScreen Aotearoa.

Women should be breast aware from age 20, which means you need to know the normal look and feel of your breasts, so you can tell your doctor if there are any changes.

Breast Cancer Foundation NZ is a not-for-profit, non-government funded organisation that depends on donations and fundraising for its work in breast cancer education and awareness, medical research and training grants, advocacy, and supporting Kiwis with breast cancer.

There are lots of ways to get involved with Breast Cancer Awareness Month: do a Pink Ribbon Walk (in Auckland or Christchurch), donate to the Pink Ribbon Street Appeal or buy a Pink Product.

Learn more at:

[www.breastcancerfoundation.org.nz](http://www.breastcancerfoundation.org.nz)



@PinkRibbonNZ